

STAT

Handwritten: 1
Mr. W. D. (Dub) Rogart, President
K-DUB Stations Operations
7400 College Avenue
Lubbock, Texas

Dear Mr. Rogart:

It was a delightful surprise to get the
Royal Riviera pearls that you were so good to send
me.

I appreciate your thoughtfulness in remembering
me in this way.

Many thanks and best wishes for the holiday
season.

Sincerely,

SIGNED

Allen W. Dulles
Director

STAT


O/DCI/[]:bak(23 Dec. 60)

Distribution:

- Orig. - Addressee
- 1 - DCI w/pearls
- 1 - Col. Grogan
- 1 - AAB
- Handwritten: 1* - ER w/bard

MEMORANDUM FOR: Mr. Dulles:

You received a box of ten pears from
Mr. Rogers and they have already been sent
out to your house.


AAB
23 Dec. 60
(DATE)

FORM NO. 101 REPLACES FORM 10-101
1 AUG 54 WHICH MAY BE USED.

(47)



AMERICA'S RAREST AND FINEST FRUIT

ROYAL
RIVIERA
PEARS

RIPENING INSTRUCTIONS BOOKLET

Approved For Release 2003/

Important

First ... please look on the greetings portion of address label for the name of the thoughtful friend who sends you these world famous Royal Riviera Pears. (In case you sent them yourself no name appears.)

Second ... do, please, follow the ripening instructions at right, and you will enjoy them at their absolute best.

*Royal Riviera Pears**

Approved For Release 2003/

Approved For Release 2003/07/29 : CIA-RDP80B01676B003700050002-7

Fruit-of-the-Month Club

THE MOST POPULAR FAMILY CLUB IN AMERICA

LIKE these Royal Riviera Pears, many of the finest and most delicious fruits grown are unknown in most American homes. Years ago many of our friendly customers wrote asking us what other fruits could be ordered as delicious and unusual as are these pears.

That gave us the idea for the Fruit-of-the-Month Club. This club brings a series of rare and different fruits, each shipped when at its fullest flavor direct from the trees and vines that bore it.

For instance, the treat for January is big, Crisp Mountain Apples. February brings Royal Grapefruit . . . an amazing variety

that's guaranteed big 'n plump—'bout to bust with tree-ripened goodness.

In other months club members receive rare and delicious flaming Nectarines; tree-ripened Oregold Peaches, outstanding in size and flavor; sensational black hot-house type Alphonse Laval Grapes.

The whole series is a parade of delicious surprises the entire family will enjoy. *You can start at any time.* Perfect as a gift to parents, to personal and business friends. A constant reminder of your thoughtfulness.

A postal card will bring all the details.

Approved For Release 2003/07/29 : CIA-RDP80B01676B003700050002-7

CHOICEST OF ALL VARIETIES There are 800 known varieties of pears, the rarest, finest, and most delicious of all is the one we refer to as the ROYAL RIVIERA.

THE "FRUIT OF KINGS" This variety was first propagated in Angers, France, in 1849. Because so few were grown at the time, it was such a rare delicacy, it was enjoyed during its early history only by the nobility and later was known as the "Fruit of Kings."

GROWN IN FEW PLACES IN THE WORLD ... because of its exacting requirements of soil and particularly of climate. In the latter part of the 19th Century horticulturists discovered one of these localities to be the Rogue River Valley of Oregon, and here Royal Rivieras are grown in all their luscious beauty and quality on our own Bear Creek Orchard near Medford.

Many trees in our orchards are now over 100 years old. The fruit is not a clear green variety ... it is natural for Royal Rivieras to have some russet and marbled spots.

AMERICA DISCOVERS ROYAL RIVIERA Years ago our entire crop of Royal Rivieras was shipped more than 6,000 miles to Paris and London. Then Luck in 1875 was an experiment. We introduced Royal Rivieras to the United States in hand some gift boxes shipped direct from tree to home. So of the thousands of unsolicited letters of praise we received them America's Rarest Fruit has been evidence of how people everywhere have enjoyed them.

IN SEASON ... Royal Riviera Pears are in season from November 1st to January 15th, and they last, but demand often exceeds supply.